home [computer] terminal," he says.

Dunwoody houses were built in the 1960s and, even though the community's households boast higher incomes than Buckhead's, "the houses in Dunwoody are not in the league of the old mansions," Mr. Stanley says. "Dunwoody households are slightly lower in net worth [than are those in Buckhead]. There are a lot of millionaires there, but they haven't had that big hit yet."

Another significant difference between the old money and the new money is its source.

"Dunwoody people [who live about 15 miles from the center of Atlanta] are much less likely to work in Atlanta's central business district than are Buckhead residents," Mr. Stanley says. Dunwoody residents also are more likely to have sales positions, which has a significant impact on their life styles. They tend to be travelers and to frequent resources common to travelers.

"They do a lot of travel on the personal side as well as the business side because they build up travel coupons and they tend to have a regional or international interest. They want access to the airport, which is a key element in their life styles."

Buckhead residents are much more likely to be part of "the infrastructure of old wealth," Mr. Stanley says. "It started with the original major corporation that exploded in terms of growth, and what you have [in Buckhead is the families of] those key executives, many of whom were major stockholders; the enlightened lawyers who had latched onto that group, and the enlightened bankers who got part of the action."

Money & Brains, PRIZM's third affluent suburban classification, "is typified by swank, shipshape townhouses, apartments and condos, with relatively few children," Mr. Robbin says. These neighborhoods often are located near universities and contain large populations of upscale singles. He cited areas such as Washington, D.C.'s Georgetown neighborhood and Brooklyn Heights, in New York, as typical of the Money & Brains characterization.

"It is a combination of intellectual people—generally empty-nested or childless couples—and professionals, lawyers, doctors and so forth," Mr. Robbin says. "This is the sort of neighborhood that consists of people who want to absorb the culture and ambiance around a major university.

"There is no middle class in this place. You are either really up there [in income], or you are a student. There are not many children here."

In addition to these affluent suburban areas, pockets of urban affluence have grown in recent years. According to Chicago sociologist Pierre De Vise of Roosevelt University, Chicago's Gold Coast, located just north of the city's downtown Loop, has surpassed the very affluent suburbs just north of the city in terms of per capita household income.

Perhaps the archetypical affluent central city areas are the upscale portions of Manhattan, called Urban Gold Coasts in the PRIZM classicication, characterized by densely populated, multi-unit high-rises and low incidences of auto ownership.

Similarareas also are found in a handful of other metropolitan areas—Washington, Chicago, Boston and San Francisco—that are heavily white-collar, professional and childless.

The growth of these kinds of neighborhoods in Manhattan in recent years has pushed other kinds of affluent households out of the city, experts say.

"It used to be that the west side, just west of Central Park, in New York was where the affluent raised their families," says John Maier, author of a recent report from Find/SVP, a New York-based market research company, on the affluent.

With the sharply higher housing prices caused by increased demand for Manhattan housing from childless affluent couples and career singles, "it is getting difficult to do that."

There also are predictions that the growth of Urban Gold Coasts may be starting to wane.

"Some of the older baby boomers seem to be moving out of New York," says Lillian Deitch, vp at the Glastonbury, Conn.-based Futures Group.

"The affluent might not be as concentrated in the future as they are now," she says. "It used to be that there were one or two affluent suburbs and that, if you had money, that's where you lived. You were known by your suburb. It seems to me that, particularly with the younger affluent, people are spreading out more, living in different kinds of suburbs. They might be living in a gentrified area, or they could be living in an exurban area where they previously might not have lived.

"There is a greater variety of life styles. The younger people have grown up with a diversity of life styles."

Where the rich live

Top 10 counties by income of inhabitants

	Per capita income
1. Bristol Bay, Alaska	$14,948
2. Falls Church, Va.	12,885
3. Alpine, Cal.	12,861
4. Juno, Alaska	12,757
5. Arlington, Va.	12,565
6. Marin, Cal.	12,525
7. Montgomery, Md.	12,339
8. Alexandria, Va.	12,209
9. Pitkin, Colo.	12,054
10. Valdez-Cordova, Alaska	11,642

Source: *Census Bureau, 1980 census*

ents to use the PRIZM classification in combination with information collected by such companies as A.C. Nielsen Co.; R.L. Polk & Co.; Simmons Market Research Bureau; SRI International, and Roper Associates.

Though such cross-correlations on occasion can go awry, they do make it possible to make a variety of predictions that would be difficult to obtain otherwise, such as projecting that a household in a Blue Blood Estates neighborhood is 232 times more likely to have a Rolls-Royce in its garage; is 1.4 times more likely to use much cat litter, and is twice as likely to consume pumpernickel bread than the typical U.S. household.

Jonathan Robbin, founder of Claritas Corp., says geodemographics is particularly suited for use in studying the affluent.

"The extreme types of neighborhoods are the most homogeneous, and it [geodemographics] works best in areas that have the kind of striking extremity that you find in Blue Blood Estates, which is three standard deviations from the mean in everything," Mr. Robbin says. "Neighborhoods tend to be homogeneous among one or more variables, but these [extreme] areas tend to be homogeneous along a whole host of variables.

"The same is true with the very downscale. If you walk through a ghetto, it is pretty uniformly dismal."

"So, when you look at the geographic dimension of the affluent, they tend to be pretty organized in a way that makes it possible for us to tell an awful lot about their life styles and to get a very accurate picture of their neighborhoods . . . and to predict their individual behavior." —*B.G.Y.*

Town & Country goes beyond club image

By Ed Fitch

"The person from the Bronx who recently won some $20 million in the lottery probably won't subscribe to our magazine," says Charles Kennedy, the 49-year-old publisher of New York-based Hearst Corp.'s *Town & Country*.

This does not mean that the publication, whose bloodline reaches back 138 years to 1846, is ignoring the *nouveau riche*. But Mr. Kennedy says it takes more than merely money to become a qualified member of *Town & Country*'s constituency.

"Of course you need selective income to be affluent," he says, "but you also need education to appreciate culture and an understanding of life style."

Fortunately for *Town & Country* the number of people possessing that cultured life style—and the bankroll necessary to support it—is growing in the magazine's favor. Mr. Kennedy says he enjoys repeating the following statistic: More than 1 million millionaires currently live in the U.S.

This leaves the magazine, which has 388,500 subscribers as of June, according to the Audit Bureau of Circulations, plenty of potential to enlarge its coffers.

Mr. Kennedy, the former publisher of *Newsweek*, attributes the increase in prospective subscribers to the growing number of highly paid middle managers. Old-guard money still rests quite comfortably in the vaults of the Vanderbilts and Mellons, Mr. Kennedy says, but more and more personal wealth is concentrated in the hands of those who control property, not those who own it.

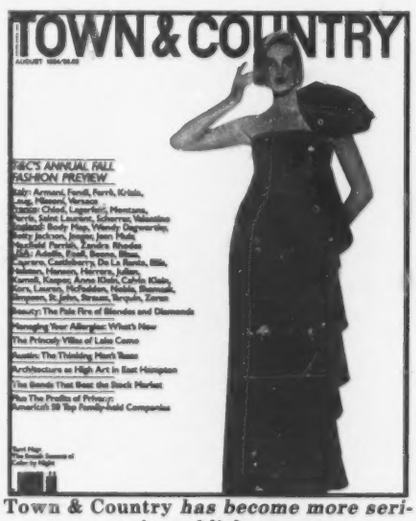
Mr. Kennedy characterizes the new affluent as someone who responds not to class distinction, but accomplishment. "It's no longer so much a case of who you are," he says, "but what you're about."

Town & Country, therefore, might seem to need to address two audiences: The old money—Mr. Kennedy says *Town & Country* is almost a house organ to some families—and the new aristocracy, who may respond to the publication as a "handbook for living" their new life, he says. However, according to Mr. Kennedy, the difference between the two groups is not distinct or critical.

Affluence no longer solely means having a house on the hill, servants and Thoroughbreds. "I asked one of our editors to define affluence," Mr. Kennedy says, "and she wrote: Affluence is the abundant flow of material goods, property and wealth, which carries with it the implication of not only acquisitiveness but also spending. And I want to emphasize the word flow."

This quality of reinvesting—and not just collecting—wealth differentiates today's affluent from previous Nob Hill inhabitants.

"The rich feel responsible to sustain the society that has allowed them to leave a mark," he says, also acknowledging the tax reward for reinvesting in business and charitable interests. "I doubt that there ever really was a class of the idle rich, but there certainly is not one now. The new affluent are emancipated and want to make a statement."



Town & Country *has become more serious, its publisher says.*

As the affluent society has become more complex and socially concerned, *Town & Country* has become more serious, Mr. Kennedy says. The magazine now features articles on such issues as South African apartheid and the quality of today's doctors and lawyers.

"*Town & Country* is not solely concerned with showing attractive people doing attractive things in attractive places," Mr. Kennedy says. "It is concerned with cultural, human, social and philanthropic matters. It is a magazine for doers."

He says the editorial direction proves that the publication is not a club book. *Town & Country* is not "a list of the rich," Mr. Kennedy says. He does acknowledge, however, that the loyalty of the magazine's audience is a large part of its success, saying that once readers subscribe they rarely discontinue. "It's like they're giving a gift subscription to themselves."

Not that the readers' favor isn't actively cultivated; printing a picture of someone in the pages of a magazine certainly can help endear a publication to that reader. "Many of our readers don't want to miss an issue because they will find themselves, their friends and acquaintances featured in it."

According to Mr. Kennedy, *Town & Country* is the only upscale journal to feature the women and men behind the money, both the new and the old guard. "Some affluent media, such as *The New Yorker* and *Vanity Fair*, are intellect oriented," he says. "Others are thing oriented, like *Architectural Digest*.

"Our intent is to provide insight into the lives of our subjects and readers; we don't prescribe a life style, we portray one," Mr. Kennedy says. "When

(Continued on Page 14)

Ed Fitch is an associate editor of Advertising Age.

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Monday, August 27, 1984

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AD AGE CREATIVE WORKSHOP

Coverage of the 1984 Advertising Age Creative Workshop is on Pages 3, 6, 14, 26 and 66.

Staff photos by Arnold Adler

Nancy Pice and Patrick Fallon (c.) of Fallon McElligot Rice accept the Agency of the Year award from Rance Crain, editor-in-chief of Advertising Age, presented at an awards luncheon during the AA Creative Workshop at the New York Hilton last week.

Cindy Fee, singer, and Joe Lubinsky, partner in HLC, a Hollywood-based music house and composer of Wheaties' "What the Big Boys Eat," accept their award for Advertising Music of the Year from Rance Crain. Agency is Needham, Harper & Steers/USA.

U.S. gymnasts face endorsement flap

By ROBERT RAISSMAN

The financial future of the U.S. Men's Olympic gymnastics team reaches a crossroads in Chicago Aug. 28 when the U.S. Gymnastics Federation will impart its rules and regulations concerning endorsement and appearance fees.

The situation for the USGF, the governing body of gymnastics in this country, is unprecedented. The gold medal-winning men's gymnastic team has become a hot commercial property following the Olympics, with advertisers reportedly seeking big-ticket endorsement packages from individual team members and producers trying to sign up the team for tv movie deals.

The rush of commercial attention for the men's team has led the USGF to become alarmed at how the six team members are being handled by their agents and attorneys.

At the heart of the issue is what the USGF perceives as individual greed versus the good of the team and the sport. If the athletes decide to go individually into endorsements and forsake the team, they will lose their eligibility to compete in amateur gymnastics.

On the other hand, the team members, through their agents, maintain that the chance to cash in on the glory of the gold medals may never come again—and may not last forever. For advertisers interested in the athletes' endorsement services, the issue is whether the gymnasts emerge from the controversy perceived as money-grubbing opportunists, a decidedly less valuable property than the well scrubbed image the athletes had before and during the games.

"In these kind of circumstances you find out how people really are and what kind of harmony they have," said Rich Kenney, USGF director of sponsorships. Mr. Kenney said that originally the USGF wanted only the athletes to attend the Chicago meeting, but they insisted on bringing their agents and lawyers. Sources added that representatives of the Assn. of Representatives of Professional Athletes may be asked to attend the meeting.

The USGF rules may have become secondary to some gymnasts,

(Continued on Page 66)

Reagan strategy set

By MARK LIFF

Dallas—As President Reagan triumphantly accepted a ringing mandate from the Republican party last week, his powerhouse team of image makers cranked out "uplifting" tv commercials designed to take him back to the White House.

The new spots, to be aired in the fall campaign, fit in squarely with what seems to be emerging as the master plan of the Reagan-Bush '84 reelection drive: Leave the trashing to others, while stressing the positive yourself.

The commercials will focus on "individual issues, one at a time," and stress what the President's policies have done to strengthen the nation, said James Weller, a member of the Tuesday Team, the ad hoc agency creating ads for the presidential ticket.

"There is a general warmth throughout the campaign," added Ronald Travisano, another team member.

The two men, both high-ranking executives at Della Femina, Travisano & Partners, New York, and other members of the Tuesday Team were at the Republican national convention last week filming footage for later use in commercials. The team manned two skybooths high above the convention floor, from which they aimed their cameras and observed the proceedings.

No matter how the footage will be used, it probably won't contain some of the harsh rhetoric aimed at the President's Democratic opponents.

"Our campaign will not be negative," said James Travis, president and chief executive officer of Della Femina and director of the Tuesday Team. "At no time will you see the President be negative."

The strategy apparently is to ac-

(Continued on Page 64)

Last Minute News

Beatrice gives Nestle Quik advertising relief

New York—Nestle Co. in an out-of-court settlement has gotten assurances that Beatrice Cos. ads will stop making direct claims about the sugar content of Nestle's Quik instant flavored drink mix. The settlement came in a lawsuit that Nestle, White Plains, filed in federal court here over advertising for Chicago-based Beatrice's Swiss Miss brand. Beatrice also has withdrawn a series of print and broadcast ads featuring actor Judd Hirsch. Those ads identified Quik as "80% sugar" (AA, April 30). Beatrice, through its advertising agency, Bozell & Jacobs, Minneapolis, is creating a new ad effort for fall.

Frito-Lay hits hard on P&G over cookies

Dallas—Frito-Lay has charged Procter & Gamble with unfair competition in the cookie market and denied P&G's earlier claims of patent

(Continued on Page 8)

Dusenberry takes film fuss in stride

By SARAH STIANSEN

Dallas—Philip Dusenberry must be used to having his quasi-ordinary projects explode into media events. It happened earlier this year, when Michael Jackson's hair caught fire during the filming of Mr. Jackson's Pepsi spots. It happened again when an 18-minute film for President Reagan escalated into a network news issue at the Republican national convention.

It's obvious that the quiet BBDO vice-chairman and executive creative director doesn't mind the attention.

Mr. Dusenberry thinks all the fuss is, well, "absolutely fascinating." On the evening before the film was aired by Cable News Network and NBC, Mr. Dusenberry, 48, predicted that the film itself would probably be the "most exciting thing on the air," and might

(Continued on Page 64)

NOTICE

The Advertising Age issue of Thursday, Aug. 23, carried the wrong date on its Page 1 logo. What you are now looking at is the real Monday, Aug. 27, issue. We apologize for the confusion.

Do you know me?

"Ten years ago our agency began a highly successful and widely quoted ad campaign."

(See Page 34.)

NEWSPAPER

Burgers going

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Line of fresh entrees to get Campbell test

By NANCY GIGES

Campbell Soup is reinforcing its reputation as an innovator in the food industry with the testing this fall of Today's Taste, a broad selection of cooked, refrigerated items prepared daily by local caterers.

The company also will add an international line to its Chunky soup brand next month and is working on a frozen gourmet soup in a ready-to-serve container.

Although all the details of Today's Taste have not been completed, Campbell is hoping to test the line in several stores in Washington, displayed in their own refrigerated kiosk filled with juices, soups, salads, entrees, desserts, sauces, spices and condiments that can be mixed and matched.

Several entrees in the works are grilled chicken with lemon, red snapper Vera Cruz and chicken with sunflower and pumpkin seed sauce. Initially, the line will probably receive little advertising because of the limited test.

The frozen soup line, as yet unnamed although Chunky has not been ruled out, is expected to be a heavily garnished soup in a thin broth. It may not be ready for test until next year. The agency is unknown, though Leber Katz Partners, New York, has been working on new products for Campbell.

The first on the market in this latest wave of new products will be the Chunky international soups, going into most western markets in September. Separate advertising from the regular Chunky campaign but with the Chunky theme, "Soups that eat like a meal," will break Oct. 15. The first three flavors are imperial won ton, tortilla filled with squares of real corn tortilla and beef ravioli romano. BBDO is the Chunky agency.

In another move, Campbell is negotiating with General Foods for the use of a GF-patented batter that might be appropriate for Campbell's Mrs. Paul's fish products. Those discussions may have prompted reports the two companies were talking merger, which both have denied.

A lot of smarts

Zenith Electronics hails its "smart" sets (AA, Aug. 23) in new spots. In this one, a scarecrow (for computer brain) and a mother (for parental control) agree with Einstein that the features are "smart." FCB handles.

Charged with monopolistic practices

Nielsen sued by IRI

By DAVID SNYDER
Crain News Service

A.C. Nielsen Co. is the target of a major antitrust suit alleging that the market research giant is using monopolistic tactics to stamp out competition from a local rival.

Information Resources Inc. filed the antitrust action in U.S. district court in Chicago earlier this month, alleging that Northbrook, Ill.-based Nielsen is actively working to corner a burgeoning segment of the market-research business that uses sales data generated from the computerized scanning devices found at grocery store checkouts.

Court documents indicate that Chicago-based IRI's action stems from Nielsen's announcement last May that it would offer its audits on retail grocery store sales—the Nielsen Food Index—only if its several hundred subscribers agree to purchase its separate scanning data report. That report competes directly with a scanning service introduced by IRI in 1981.

In addition to unspecified monetary damages, IRI is seeking a court order permanently barring Nielsen from selling the audit index and scanning data as a single

(Continued on Page 68)

'USA Today' promo rides on Kellogg packs

By WILLIAM GLOEDE

Gannett Co. and Kellogg Co. have cut a deal that is bringing newspaper promotion to the nation's breakfast tables.

In what is thought to be the first marriage of package-goods marketing and newspaper promotion, Kellogg is providing the back panels of its Nutri-Grain, Product 19 and Kellogg's Raisin Bran cereals free to Gannett to promote a cut-rate deal on home and office delivery of *USA Today*.

"It's part of our over-all, blue-chip program of looking for nontraditional ways to both expose *USA Today*, as well as solicit subscriptions and sales," said Carolyn Vesper, director of national-circulation sales for the Washington-based national newspaper. "It is the first time that I know of a newspaper doing an offer on package-goods products, particularly cereal."

Gannett approached Kellogg, Battle Creek, Mich., in February with the idea. "We gave them a feature-function-benefit presentation of the fact that we thought our demographics matched the same kind of people they were trying to sell those cereals to," Ms. Vesper said. "We came to an agreement based on that."

What Kellogg gets from the deal is added value for consumers on its packages. The subscription discounts range from more than $7 for three months to more than $25 for a year.

The promotion offers a one-third discount from *USA Today's* three, six and 12-month subscription rates for both home and office delivery by carrier or same-day mail.

The promotion-carrying packages began hitting the distribution pipeline two weeks ago, and are beginning to show up on supermarket shelves in various markets

(Continued on Page 68)

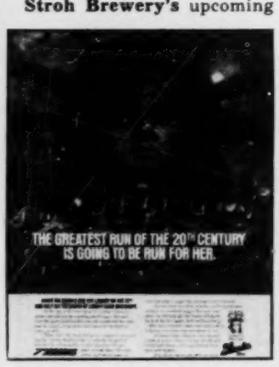
Highlights

MTV Networks likely will find selling advertising on its new video music channel a lot tougher than it has on its popular MTV service, according to ad agency executives. *See Page 10.*

The nation's blue-chip communications companies took their messages about an array of newer, faster services to the Republican convention last week. *See Page 12.*

The first advertising for Avanti luxury coupes since the car was a Studebaker in the early 1960s will air next month. A $200,000 campaign aimed at wealthy buyers will break Sept. 3. *See Page 46.*

Stroh Brewery's upcoming



123-city run to benefit the Statue of Liberty drives home the company's efforts to move from a regional to a national brewer. *See Page 60.*

CORPORATE CLOSEUP

Jack Reichert, chairman of Brunswick Corp., is on a crusade to unite the Olympics and one of his company's most noted product lines. *See Page 4.*

INTERNATIONAL

When Dun & Bradstreet Corp. officially takes over A.C. Nielsen Co. after D&B's annual meeting this week, as is expected, one problem will have to be solved—how to combine international networks. *See Page 38.*

Laura Ashley Inc., the English fashion designer, is poised for a U.S. expansion next year that might be financed through a listing on the London Stock Exchange. *See Page 42.*

COMING THURSDAY

SPECIAL REPORT

Homeowners will spend an estimated $38.6 billion on do-it-yourself projects in 1984. This growing battalion of do-it-yourselfers has contributed to the growth of the home-improvement market, and retailers and manufacturers have altered the way they do business to keep up.

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NH&S/NY names McCann's Kuras

By STEWART ALTER

New York—Needham, Harper & Steers/USA, working to strengthen its operations here since Keith Reinhard took over as chairman-chief executive officer two years ago, has picked Jim Kuras of McCann-Erickson/New York to be president of its New York office.

Mr. Kuras, 44, was exec vp-general manager of McCann's office here since 1981. His previous employers include Marschalk Co., where he also had been exec vp-general manager of the New York office, and Procter & Gamble, where he started his career in 1962.

Bob James, president-chief operating officer, McCann-Erickson Worldwide, will add Mr. Kuras' responsibilities and have the New York department heads report to him.

The hiring of Mr. Kuras, which takes effect Sept. 4, comes only a week after the announcement that Peter Nelson, 52, had resigned as president-chief operating officer, NH&S/USA (AA, Aug. 20). Mr. Reinhard said the two events were unrelated.

The search for an NH&S/New York president has gone on since March, 1983, when Joel Baumwoll moved up to vice-chairman of the agency and Mr. Reinhard, who became chairman the previous July, took on the additional post as acting president of New York.

At that time, the office was billing about $110 million. New-business gains will bring New York's billings this year to between $155 and $170 million, compared with

(Continued on Page 68)

CORPORATE CLOSEUP

Brunswick pins success on reorganization

By LAURIE FREEMAN

SKOKIE, ILL.—The 1984 Summer Olympics finished with a flourish, but at least one man keeps the torch lit for a new Olympic sport.

For Jack Reichert, chairman and chief executive officer of Brunswick Corp., the "crusade" to elevate bowling to Olympic status continues.

"Nothing can compare to the thrill of being an Olympic athlete," said the 53-year-old Mr. Reichert, whose support for the sport leads him so far as to narrate bowling image commercials. "There are at least 100 million bowlers around the world, and to deny the top amateurs the chance to compete in the Olympics is a shame."

That Brunswick's chief executive officer now has time to lobby for his favorite sport speaks well of a company that many Wall Street analysts had written off only two years before. Today, this marketer of marine power engines, bowling equipment, fishing gear, camouflage for the defense industry, door systems for buses, filters and valves is riding high on increased sales of products from all its divisions.

The result is paying off on Wall Street. "Brunswick smells so sweet right now," said analyst Stanley Fishman of Fahnestock & Co., New York. "It's making money, and it's one of the best buys on the market. The company cut its costs and it's selling products. You just can't beat that combination."

Such an assessment is welcome news to Brunswick executives. After K. Brooks Abernathy, Mr. Reichert's predecessor, sold Brunswick's Sherwood Medical Industries unit two years ago, the company lost its "highly regarded luster with investors," said Mr. Fishman. Faced with a hostile merger offer from Los Angeles-based Whittaker Corp., Mr. Abernathy, who since has retired but remains on the Brunswick board, sold off the division. In its last year of operation, the medical unit added $24.4 million in earnings to the company.

Staff photo by Mary Herlehy

Brunswick Corp. top executive Jack Reichert has two aims: To keep Brunswick profitable, and to make bowling an Olympic sport.

Mr. Reichert then was advised to sell off the company's recreational businesses, including bowling, fishing, billiards and even its profitable marine unit. Top investment bankers and analysts had told company officials Brunswick could not survive without the medical business.

"They told us to sell the recreational, marine and defense units and expand our technical and defense work," said Ross Stemer, a company spokesman. "We just didn't want to do that."

Mr. Reichert said he is glad he did not pay attention to the doomsayers. Brunswick is enjoying what may turn out to be its most profitable year in the company's 140-year history. For the first six months of fiscal 1984, sales are up 26% over the same period last year, to $766.4 million. Earnings increased at an even greater pace, rising 66% to $51.1 million.

Sales last year were $1.22 billion, up 14%, while earnings reached $66.1 million, compared with a $19.8 million loss from continuing operations in 1982.

Coupled with the recession of 1982, the earnings loss sparked major changes in the company's management structure, including the dismissal of 60% of its corporate and upper-management staff.

The company's 11 divisions, encompassing the technical-defense, recreation and marine power units, were consolidated into eight. Mr. Reichert then gave his top managers more power to run their units. "Decentralizing the company was crucial," said Mr. Reichert. "Under the old structure, it took too long for decisions to be made, and we couldn't react quickly to the demands of the marketplace."

On the heels of the decentralization, two-thirds of Brunswick's corporate headquarters here was rented out, saving $2.5 million yearly.

Under Mr. Reichert's guidance, the company also put $9 million last year into a new venture-capital program. The money backed projects ranging from oil-recovery improvements to powdered metals, all of which he said have long-term potential.

Business remains brisk at all the company's divisions, particularly at Mercury Marine, Fond du Lac, Wis., the maker of Mercury outboard engines. The division contributes 56% of Brunswick's sales.

Mercury's earnings were up 27% last year,

(Continued on Page 52)

WHO MINTED ALKA SELTZER?

The same people who would like to put your upcoming success in headlines. The same techniques that developed new Alka Mints for Alka Seltzer, put Baking Soda in more than thirty million refrigerators, developed new Aloe Wet Ones and new SOS Oven Pads . . . can work for you.

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Time to unlink Pioneer chain

By LEWIS LAZARE
Crain News Service

New York-based Time Inc. wants to immediately sell Pioneer Press, its only newspaper holding.

Time apparently has given itself 90 days to discard the Wilmette, Ill.-based chain of nearly 30 weekly newspapers in suburban Chicago.

The asking price for Pioneer is believed to be in the $25 million range.

Although Time does not break out revenues for individual publications, ADVERTISING AGE recently estimated Pioneer's 1983 revenues at about $32 million. The chain is believed to be a solid profit maker.

In recent years, it has grown via the acquisition of Pickwick Papers, another suburban Chicago chain.

A Time spokesman refused to confirm or deny that Pioneer is on the block. Dave Simonson, Pioneer president and publisher, also refused to comment.

But sources at Pioneer say Time's decision to sell apparently is part of the company's plan to focus primarily on its large book publishing, cable tv and consumer magazine operations.

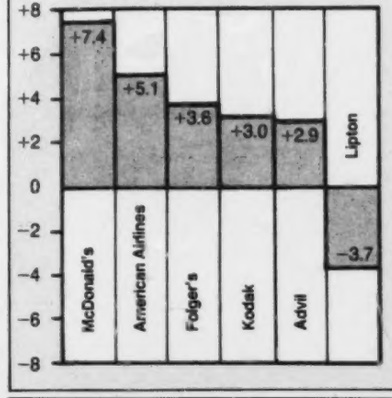
Although rumors have surfaced in the past regarding a sale, Time apparently now is quite serious about finding a buyer quickly.

It should have no problem unloading Pioneer, newspaper analysts said. Several large and medium-size newspaper chains could be interested, they noted, including Hearst Corp., New York, and Media General, Richmond, Va.

July winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Note:* A change of of plus or minus 2.8 points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb..

Change in percentage of responses since June



While others broil or beef, Big Mac stays on the top

By SCOTT HUME

Wendy's grabbed consumers' attention—and national headlines—from February through April with its "Where's the beef?" campaign. Burger King in May moved back into the spotlight with Mr. Rodney, a caveman cookout and a reprise of its "broiling vs. frying" advertising.

Now it's McDonald's turn.

adWatch

In July, 39.5% of the 1,254 adults polled for the ADVERTISING AGE adWatch survey named McDonald's as the first fast-food advertiser that came to mind. That share represented a hefty 7.4 percentage-point increase over the 32.1% share of top-of-mind awareness McDonald's commanded in June.

The chain was last month's single largest gainer in advertising awareness.

The July survey also shows McDonald's with a nearly 20 percentage-point lead over No. 2 Burger King (39.5%

(Continued on Page 60)

MEDIA PEOPLE

Kable president Getson quits

NEW YORK—Al Getson will resign on Oct. 1 as Kable News Co.'s president-chief operating officer.

Mr. Getson plans to "pursue personal interests," the company says. He is a veteran of almost 25 years at Kable, which is a worldwide distributor of books and magazines.

The company handles about 600 titles.

Chairman Daniel Friedman will assume the post of president-chief operating officer.

Other people moving:

William Rowe to chief operating officer, a new post at Times Mirror National Marketing, New York, from president-chief executive officer, *Peninsula Times Tribune*, Palo Alto, Cal. Also at Times Mirror National Marketing: **Raymond McCutcheon** to marketing research manager, a new post, from research analyst, Branham Newspaper Sales; **John McKeon** to director-marketing services, a new post, from vp-research, Million Market Newspapers.

Gregg Hano to national account manager, a new post at U.S. Suburban Press, New York, from select promotions coordinator, Cox Arizona Publications, Mesa, Ariz.

John Hillock to vp-associate publisher, a new post at *Travel & Leisure*, New York, while continuing the duties of vp-advertising sales director.

Gary Anderson to Detroit manager, *Sports Illustrated*, from sales rep. He succeeds **John Jay**, now ad sales director, *Discover* (AA, July 30). Also at *SI*: **Steve Seabolt** to Los Angeles manager from West Coast manager, *Time International*, succeeding **Michael Parker**, now in charge of *SI*'s New York division overseeing apparel, consumer electronics, imported automobiles and sporting goods.

Reginald Brack Jr. to group vp-books, Time Inc., New York. He succeeds **Joan Manley**, who retired. Mr. Brack will continue as president-ceo, Time-Life Books.

Meg Page to western regional manager, *Newsweek International*, San Francisco, from sales rep, American Express Publishing Co. She succeeds **George Mackin**, who left.

Harry Myers to publisher, *Architectural Digest* until a successor is named for **G. Robert Griswold**, who left. Mr. Myers retains his title of group publisher-senior vp, Knapp Communications Corp., New York. Also at *AD*: **Serge Padilla** to account manager, a new post, from promotion manager and **Peter Kines** to research director, a new post, from director of promotion and sales planning, Parade Publications.

Shirley Malone to director-circulation administration, *Newsweek*, New York, from vp-director of communication services, *Chicago Tribune*.

Chris Clark to New England advertising sales, a new post at *California* and *Texas Monthly*, New York, from senior media planner, Needham, Harper & Steers/USA.

Charles Novak to publisher, *Journal of Cardiovascular Medicine*, New York, from publisher, *Transition*. He succeeds **Joseph McGreal**, who retired.

Janice Grossman to advertising director, a new post at New Woman, New York, from advertising director, *Ms.*

Susan Littlehale to account manager, a new post at *Contemporary Ob/Gyn*, Oradell, N.J., from account manager, *RN*.

Charles Rich to western advertising manager, a new post at *American Baby*, Encino, Cal., from eastern advertising manager.

Richard Meth to mid-Atlantic regional sales manager, *Sporting Goods Dealer*, St. Louis, from regional marketing manager, Bill Communications, New York. He succeeds **Russ Pomerantz**, who left.

Paul Siman to circulation director, Nature Publishing Co., New York, from director of marketing and operations, American Express Publishing Co. He succeeds **Mirta Soto**, who left.

Beth Russo to promotion art director, *McCall's*, New York, from assistant promotion art director. She succeeds **Valerie Smith**, who left.

Nat Friedland to editor, *Antic*, San Francisco, from departmental editor, *Billboard*, Los Angeles. He succeeds **Robert Dewitt**, who is on a one-year sabbatical.

Michael Bradley to regional manager, a new post at *Iron Age* and *IAMI*, Devon, Pa., from Chicago regional manager, *Food Engineering*, *Food Engineering International* and *Food Engineering Master*. Also at *Iron Age*: **Greg Gorts** to Cleveland regional manager, a new post, from Cleveland regional manager of *IMPO Distributor News*.

Susan Blank to vp-operations, advertising and promotion, a new post at *Atlantic*, New York, from office manager.

Alexander Auerbach to vp-special markets and project development, Alan Weston Communications, Los Angeles, from editor-publisher, *Boxoffice*, Hollywood. Succeeding him as *Boxoffice* editor is **Harley Lond**, managing editor.

Philip Vernon to marketing director, New York Times Co.'s regional newspaper group, Atlanta, from research manager, St. Petersburg, Fla., *Times* and *Evening Independent*. He succeeds **John Polich**, now president, Simmons-Scarborough Syndicated Research Associates, New York.

Sally Cohen to associate publisher, a new post at *Village Voice*, New York. She will continue her duties as display advertising director. Also at *Village Voice*: **Joachim Blunck** to associate publisher, a new post, from coordinator, electronic technology, News America Publishing, Rupert Murdoch's holding company for his U.S. media interests.

Gerald Tryhane to vp-business manager, a new post at the *Denver Post*, from assistant to the senior vp-newspapers and tv, Times Mirror Co., Los Angeles. Also at the *Post*: **Ernestine Maestas** to research manager, a new post, from senior research analyst.

James Borton to publisher, Commercial News Publishing Co., San Francisco, from vp, Innkeeper Group. He succeeds **Dan DeLong**, who left.

BROADCAST

Suzanne Sack to director-marketing and promotion, a new post at CBS Radio Network, New York, from director-sales promotion.

Matthew Field, general manager, WNCN (fm), New York, and publisher of its monthly program guide, *Keynote*, to the added post of vp-general manager at parent GAF Broadcasting Co.

Sharon Warants to director-advertising and promotion, a new post at KIXK (fm), Dallas, from director- advertising and promotion, KRQX (fm).

Lon Bason to general manager, KBFM radio, McAllen, Tex., while retaining his responsibilities as general sales manager. He succeeds **Richard de Butts**, who left.

H. Joseph Lewin to general manager, WXEX-TV, Nationwide Communications station, Richmond, Va., from associate publisher, F&W Publishing Co., Cincinnati. He succeeds **Ben McKeel**, now Nationwide vp-tv.

Bill Harrison to vp-sales, KAAM/KAFM (am, fm), Dallas, from general sales manager.

Jack Johnson to sales manager, ABC-owned WLS-AM and WLS-FM, Chicago, from account exec for the station. He succeeds **Jerry Ryan**, now general sales manager at ABC-owned KIXK (fm), Dallas.

Joseph D. Oliver Jr. to vp-general sales manager, WLEX-TV, Lexington, Ky., from vp-national and regional sales manager. He took over responsibility for local sales from **Robert Davidson**, who retired.

OTHER VIDEO

Paul Fisher to vp-general manager of Southeast region, a new post at Harte-Hanks Cable, San Antonio, Tex., from corporate director of human resources. Also at Harte-Hanks: **Robert Hale** to vp-general manager, Miami region, a new post from vp-general manager, Cox Cable Communications, Tidewater, Va.

Janice Marin to West Coast national advertising manager, Nationwide Cable Rep, Marina del Rey, Cal., from account exec at Nationwide's Cleveland headquarters.#

High-tech magazines cool off

NEW YORK—The high-tech magazines' circulation boom was too hot not to cool down, according to the latest figures from the Audit Bureau of Circulations.

The per-issue averages for the six months ending June 30 show titles in the technology/computer field still growing over-all.

But the percentages of increase are starting to decline. In some cases, individual books lost circulation, a previously rare development.

In many cases, of course, a slowdown was not unexpected after several periods of double and triple-digit percentage gains.

For example, the percentage gains in this six-month period compared with the gains made in the six months ending June 30, 1983, are as follows: *Byte*, 12.3% vs. 38.2%; *Personal Computing*, 39.2% vs. 154.6%; *Popular Computing*, 24.3% vs. 110.3%; *Video*, 30.7% vs. 67.5%, and *Video Review*, 37.3% vs. 59.5%.

These high-tech titles lost circulation: *80 Micro*, 4.4%; *Electronic Games*, 4.1%, and *Microcomputing*, 22.1%.

In other areas, recent readership trends continued for the most part, though there seemed to be a few more magazines showing circulation drops than before.

For instance, among the top 10, only two, *TV Guide* (No. 2) and *Modern Maturity* (4) reported higher circulations, by 0.4% and 12.1%, respectively. In the six months ending June 30, 1983, five magazines showed gains. The remaining eight this time suffered declines: *Reader's Digest* (1), down 1.6%; *National Geographic* (3), down 1.5%; *Better Homes & Gardens* (5), down 0.2%; *Family Circle* (6), down 4.1%; *Woman's Day* (7), down 1.3%; *McCall's* (8), down 0.8%; *Good Housekeeping* (9), down 2.3%, and *Ladies' Home Journal* (10), down 1.5%. The ABC data do not include as magazines the major Sunday newspaper supplements, *Parade* and *Family Weekly*.

All six of the Seven Sisters in the top 10—*Better Homes & Gardens*, *Family Circle*, *Woman's Day*, *McCall's*, *Good Housekeeping* and *Ladies' Home Journal*—lost circulation. The seventh, *Redbook*, was the only gainer, up 1.5%.

Among business books, gains ranged from 1.1% for *Forbes* and 1.4% for *Fortune* to 15.4% for *Venture* and *Inc.'s* 25%. *Barron's* and *Business Week* declined by, respectively, 2.6% and 0.4%.

Of the newsweeklies, the largest, *Time*, showed a decline of 1.9% while the next largest, *Newsweek*, was up 0.5% and the third-largest, *U.S. News & World Report*, rose 0.1%.

Almost all the men's sophisticates continued to lose circulation, with *Playboy* down 1.1% and *Penthouse* down 7.3%.

Among magazines that were reporting their circulations for the first time to ABC: *Family Computing*, 315,830, and *Vanity Fair*, 281,519.#

Largest magazines by circulation

Modern Maturity's gain of more than 1 million readers was one of only two increases tallied by the top ten magazines. The 0.4% jump by *TV Guide* was the only other increase. *Family Circle* registered the largest loss -- nearly 300,000 readers. Figures represent the per-issue average for the six months ending June 30 of each year. *Source: Audit Bureau of Circulations*

Rank '84	Rank '83	Name	6/30/84	6/30/83	Per cent change
1	1	*Reader's Digest*	18,012,397	18,299,091	– 1.6
2	2	*TV Guide*	17,345,473	17,725,471	+ 0.4
3	3	*National Geographic*	10,202,854	10,357,853	– 1.5
4	4	*Modern Maturity*	9,887,549	8,822,161	+12.1
5	5	*Better Homes & Gardens*	8,003,399	8,022,794	– 0.2
6	6	*Family Circle*	7,003,508	7,303,488	– 4.1
7	7	*Woman's Day*	6,858,487	6,949,344	– 1.3
8	8	*McCall's*	6,224,408	6,277,293	– 0.8
9	9	*Good Housekeeping*	5,296,527	5,420,830	– 2.3
10	10	*Ladies' Home Journal*	5,123,096	5,200,705	– 1.5

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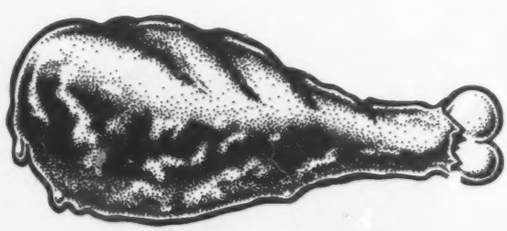
Country music fans buy more barbecue sauce than just about anybody else. Isn't that a tangy thought, Open Pit?
THE NASHVILLE NETWORK
AMERICA'S COUNTRY HOME
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Request For Proposals
The New York Convention Center Operating Corporation requests proposals for the furnishing of consultant services to secure exclusive and/or sponsorship commitments for the New York Convention Center.
Proposals must meet all requirements and conditions contained in the request for proposals, which may be obtained in person or by mail from the Deputy Director of Operations at the address listed below, on or after Aug. 27, 1984.
Compliance with the applicable Federal, State and City of New York affirmative action and equal opportunity regulations is required of all proposals.
On the basis of the proposals submitted, the New York Convention Center Operating Corporation, will select an applicant to assume sole responsibility for securing these commitments.
Proposals must be submitted to the New York Convention Center Operating Corporation no later than 2pm on the 13th day of Sept. 1984.
Thomas F. Galvin, President
and Chief Executive Officer
New York Convention Center
Operating Corporation
2 Penn Plaza, Suite 1900,
New York, N.Y. 10121
(212) 563-4848
Peter Syrdahl, Deputy
Director of Operations
New York Convention Center